INFOnline

Integration Guide

NoScript measurement

Content

1 About this document

The document at hand describes the technical integration of NoScript measurement in your usage measurement in the SZMnG system, as well as the limiting and framework conditions for the use of this measurement variant.

NOTE: **Information on the organisational and contractual conditions of NoScript measurement can be found in the document *INFOnline Service description NoScript measurement.***

2 Technical integration

2.1 Preliminaries

2.1.1   Limitations when using NoScript measurement

Measurement by means of NoScript tags entails a number of limitations, which are the result of the lack of JavaScript functionality:

- no support of surveys

- no collection of URLs or referrers with data privacy-compliant automatic truncation

- no collection of screen resolution or colour depth

- DNT not taken into consideration

- no separation in the case of no-cookie clients (iOS devices!) concealed behind proxies

- no support of hybrid Apps

- diminished possibility of detection of fake or robot requests

These technological limitations could, under certain conditions, have negative effects on the determined usage values of your site (e.g. lower number of determined clients).

2.1.2   Organisational requirements

Before you begin with the integration of NoScript measurement, please ensure that

- the NoScript measurement service for your site has been ordered from INFOnline.

- the exemption applications from IVW and/or AGOF have been approved.

- INFOnline has confirmed the setup and approved the use of NoScript measurement for your site.

2.1.3   Technical requirements

The requirement for error-free measurement is that SZM-Tag 2.0 in the NoScript variant is implemented according to the documentation.

Automatic reloads, automatic transferring and similar may not be counted. The following generally applies: only one page impression (PI) may be created per action.

NOTE: **Please note the IVW definition**.

2.2 Integration

The SZM Tag 2.0 for NoScript measurement comprises a simple http or https request that is integrated into the body part of the website.

BODY integration (http)

```
<!-- SZM VERSION="2.0" -->

<img src="http://de.ioam.de/tx.io?st=site ID&cp=page code&mo=0" width="1"
height="1" alt="szmtag" />

<!--/SZM -->
```

BODY INTEGRATION (https)

```
<!-- SZM VERSION="2.0" -->

<img src="https://de.ioam.de/tx.io?st=site ID&cp=page code&mo=0" width="1"
height="1" alt="szmtag" />

<!--/SZM -->
```

NOTE

In order to ensure accurate measurement, make sure that the SZM Tag 2.0 is transferred unchanged into the source text of the website that is to be measured.

Only the specified variables may be changed.

Line breaks and the use of upper and lower case letters must be retained!

2.2.1   Significance of the variables in the SZM tag

The following variables are to be adjusted accordingly when integrating the NoScript tags into your website

Abbreviation	Meaning	Description
st	Site ID (site / domain) in the example in 0 marked with **site ID**	The site ID assigned to your site; this is created and uniquely assigned by INFOnline; the ID is a maximum of 8 characters long.
cp	Code in the example in 0 marked with **page code**	The code can be freely determined by the provider and serves to identify their tagged pages in the SZM system. The code is the basis for the subsequent category classification in the INFOnline (KAT 2.0) customer centre. The code may contain a maximum of 255 characters and may only contain alphanumeric characters; the following special characters are permitted: ',' '/' '-' '_'. The sum of active codes for the site should not exceed a total number of 3,000. The use of more than 3,000 active codes is subject to a charge. *NOTE: For test purposes, "cp" can be replaced by "xp". In this case, the requests from the measurement system will be rejected.*

3 Contact

You can contact the Service & Support team any working day between 9 a.m. and 6 p.m. by

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